
Regional Sales Manager

Overview:

The Regional Sales Manager role is a key focus for the business. The role will be primarily challenged with developing sales growth and will involve a combination of supporting existing customers with new system applications and developing new opportunities with businesses primarily operating in the target market of Food and Beverage production.

The Regional Sales Manager will be required to travel regularly within their region, as well as additional international travel to support other business activities (training, exhibitions, customer visits etc).

Key Duties:

- Represent Matcon in their region
- **Business Development:** Identify industry, consumer and competitive trends and make recommendations for action plans and programs.
- **Develop New Sales Opportunities:** With guidance from the Business Line Director, develop new sales opportunities for Matcon. This work will include web research, contacting via email, telephone and networking. Once contact is established, manage customer site visits, help co-ordination demonstrations / trials at Matcon or customer sites etc.
- **Sales Activities:**
 - Work with customers and Matcon to review and define User Requirement Specifications.
 - Help define and coordinate Matcon's response to enquiries (type, format, timescale and content)
 - Follow up Proposals with customer.
 - Negotiate and close orders.
- **Agent Management:** manage existing Matcon agents and appoint new agents where appropriate across the territory. Communicate regularly with agents to agree approach to effectively develop opportunities.
- **Existing Customer Support:** Provide regular contact with existing Matcon customers in the territory. Help ensure effective two-way communication between Matcon and our customers. Identify, and help support, service and after-sales activities.
- **Marketing:** Work collaboratively with the marketing team in the UK on the input and execution of marketing plans. This will include planning and execution of exhibitions and seminars in the territory.
- **Sales Support Information:** Create information for interested customers to improve Matcon's chance of selling a project solution (letters, PowerPoint Presentations, Process Flow Sheets etc.).
- **Reporting & Information Systems:** Ensure the Group's Sales & Marketing information system ("Advantage") is routinely updated – especially in relation to customer visits, quoting, forecasting and similar information. Assist with production of reports.
- **Working Practices:** Working with the Business Line Director take an active role in developing company systems and working practices to improve the way that we respond to our customers.
- **Other Tasks:** Working with the Business Line Director, provide input to Matcons Strategic Plan as it relates to Sales and Business Develop activities.
- The role is full-time, based out of Matcon's head office in Evesham.

Experience and Qualifications:

- Minimum of five years of experience selling large capital industrial equipment.
- Management of agents/distributors and engineering firms.
- Demonstration of significant sales to Senior/Executive level decision makers.
- Strong interpersonal and relationship-building capability
- Flexibility and capability to travel worldwide.